

ABSTRACT

Indonesia's rapidly growing population, economy, industrial expansion, and diverse needs with limited resources have contributed to increased pollution and environmental degradation, resulting in global warming. In particular, the linear economy and culture of waste pose a significant threat to public health and environmental quality. Therefore, the emergence of green marketing is an opportunity to improve the way consumers and producers make sustainable decisions for the environment, especially for the millennial generation. Seeing this phenomenon, one that sustainably runs green marketing is The Body Shop which emphasizes the essence of green marketing in their company.

This study aims to determine whether there is a positive and significant effect of green marketing on purchasing decisions on The Body Shop Paris Van Java Bandung products by the millennial generation in Bandung, as well as the influence of each of its dimensions. There are four dimensions to the green marketing variable: green product, green price, green place, and green promotion. In addition, there are six dimensions for purchasing decision variables: product selection, brand selection, dealer selection, purchase time, number of purchases, and payment methods.

This research method uses quantitative and descriptive research methods. The research data was obtained using the non-probability sampling method by distributing questionnaires to 400 respondents through google form media. The analysis technique of this research uses multiple linear regression analysis, which is processed using IBM SPSS Statistics 27 software. Based on this type of research uses a causal investigation type. The implementation time of the study used one time period, namely cross-sectional. This study uses a single object, namely the millennial age group in Bandung.

The results obtained from this study with the analysis that has been done, namely green marketing has a positive and significant effect on purchasing decisions on the product of The Body Shop Paris Van Java Bandung by the millennial generation in the city of Bandung. Furthermore, the dimensions of green marketing (green product, green price, green place, green promotion) also positively and significantly influence purchasing decisions on The Body Shop Paris Van Java Bandung products by the millennial generation in Bandung.

Based on the research results, suggestions can be given to further researchers to examine other factors that can influence purchasing decisions besides green marketing and conduct longitudinal research. For the company, The Body Shop Paris Van Java Bandung, with its products, is expected to strengthen the green price factor. Therefore, companies should adjust prices and attractive offers to suit the capabilities of Bandung's millennial generation consumers and promote products by adding insight to Bandung's millennial generation to protect the environment and encourage consumers to support these efforts by buying products.

Keywords: *Green Marketing, Purchase Decision, The Body Shop, Paris Van Java*

Bandung